

WHAT IS CLAIMED IS:

1. A mail-order business system comprising:
 - a terminal device for receiving and displaying a homepage information and a management information of goods/service sold by a mail-order firm through any one of a television broadcast and a communication network; and
 - a mobile communication apparatus for receiving said management information displayed on said terminal device and transmitting an offer data of purchase of the goods/service to the mail-order firm,
 - wherein said mobile communication apparatus comprises:
 - optical signal receiving means for optically reading said management information, which is formed by optical signals, displayed on said terminal device;
 - designating means for designating a purchaser's desired goods/service;
 - offer data generating means for generating said offer data of the designated goods/service based on said management information optically read out by said optical signal receiving means; and
 - transmitting/receiving means for transmitting said offer data to the mail-order firm and receiving a confirmation data from the mail-order firm.

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2. The mail-order business system according to claim 1, further comprising:

instruction means for instructing a distributor and a service provider to supply the designated goods/service to the purchaser when said offer data is transmitted to the mail-order firm; and
settlement means for settling an account of the
5 goods/service.

3. The mail-order business system according to claim 1, wherein
said management information includes an identification code data
of the mail-order firm containing a telephone number thereof, an
identification code data for identifying the goods/service, and
a time data for showing day and time of the broadcast.

4. The mail-order business system according to claim 1, wherein
said mobile communication apparatus further comprises:

collating means for collating the designated goods/service
with said management information, said collated data being fed to
said offer data generating means.

5. The mail-order business system according to claim 1, wherein
20 said mobile communication apparatus further comprises:

a central processing unit for integrating each means;
analyzing means for analyzing encrypted management data sent
from said terminal device;

storage means for storing the analyzed data;
25 display means for displaying the generated offer data and the
confirmation data; and

hysteresis storage means for storing a hysteresis data

including the offer data and the confirmation data.

6. The mail-order business system according to claim 4, wherein said mobile communication apparatus further comprises:

5 a central processing unit for integrating each means;
analyzing means for analyzing encrypted management data sent from said terminal device;
storage means for storing the analyzed data;
display means for displaying the generated offer data and the confirmation data; and
hysteresis storage means for storing a hysteresis data including the offer data and the confirmation data.

10 7. The mail-order business system according to claim 1, wherein said terminal device is a television set.

15 8. The mail-order business system according to claim 1, wherein said mobile communication apparatus is a cellular phone.

20 9. A mail-order business system comprising:

a terminal device for receiving and displaying a homepage information and a management information of goods/service sold by a mail-order firm through any one of a television broadcast and a communication network; and

25 a mobile communication apparatus for receiving said management information displayed on said terminal device and transmitting an offer data of purchase of the goods/service to the

mail-order firm,

wherein said mobile communication apparatus comprises:

an optical signal receiver for optically reading said management information, which is formed by optical signals,
5 displayed on said terminal device;

an operation unit for designating a purchaser's desired goods/service;

an offer data generator for generating said offer data of the designated goods/service based on said management information optically read out by said optical signal receiving means; and

a transmitter/receiver for transmitting said offer data to the mail-order firm and receiving a confirmation data from the mail-order firm.

10. The mail-order business system according to claim 9, further comprising:

an instruction section for instructing a distributor and a service provider to supply the designated goods/service to the purchaser when said offer data is transmitted to the mail-order
20 firm, said instruction section being included in a database server of the mail-order firm; and

settlement section for settling an account of the goods/service, said settlement section being connected with the database server.

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11. The mail-order business system according to claim 9, wherein said management information includes an identification code data

of the mail-order firm containing a telephone number thereof, an identification code data for identifying the goods/service, and a time data for showing day and time of the broadcast.

5 12. The mail-order business system according to claim 9, wherein said mobile communication apparatus further comprises:

a collator for collating the designated goods/service with said management information, said collated data being fed to said offer data generator.

13. The mail-order business system according to claim 9, wherein said mobile communication apparatus further comprises:

a central processing unit for integrating each unit;
an analyzer for analyzing encrypted management data sent from said terminal device;

a storage unit for storing the analyzed data;
a display unit for displaying the generated offer data and the confirmation data; and

20 a hysteresis storage unit for storing a hysteresis data including the offer data and the confirmation data.

14. The mail-order business system according to claim 12, wherein said mobile communication apparatus further comprises:

a central processing unit for integrating each unit;
25 an analyzer for analyzing encrypted management data sent from said terminal device;

a storage unit for storing the analyzed data;

a display unit for displaying the generated offer data and the confirmation data; and

a hysteresis storage unit for storing a hysteresis data including the offer data and the confirmation data.

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15. The mail-order business system according to claim 9, wherein said terminal device is a television set.

16. The mail-order business system according to claim 9, wherein said mobile communication apparatus is a cellular phone.

17. A method for a mail-order business, said method comprising the steps of:

displaying a homepage information and a management information of goods/service sold by a mail-order firm through any one of a television broadcast and a communication network on a terminal device of a purchaser;

20 optically reading said management information, which is formed by optical signals, displayed on said terminal device by an optical signal receiver of a mobile communication apparatus of the purchaser;

designating a purchaser's desired goods/service by an operation of said mobile communication apparatus;

25 generating an offer data of the designated goods/service based on said optically read out management information and said designated goods/service;

transmitting said offer data to the mail-order firm; and

receiving a confirmation data thereof from the mail-order firm.

18. The method for the mail-order business according to claim 17,
5 said method further comprising the steps of:

instructing a distributor and a service provider to supply
the designated goods/service to the purchaser when said offer data
is transmitted to the mail-order firm; and

settling an account of the goods/service after the designated
goods/service is supplied.

19. The method for the mail-order business according to claim 17,
wherein said step of generating the offer data includes a step of
collating said designated data and said management data.

20. The method for a mail-order business according to claim 17,
said method further comprising the steps of:

analyzing encrypted management data sent from said terminal
device by an analyzer of the mobile communication apparatus;

20 storing the analyzed data by a storage unit of the mobile
communication apparatus;

displaying the generated offer data for confirmation of the
purchaser by a display unit of the mobile communication apparatus;
and

25 storing a hysteresis data including the offer data and the
confirmation data by a hysteresis storage unit of the mobile
communication apparatus.